



cc: meymant

Lori O'Connor
National

Manager

Sales Planning
910-741-3019
Fax: 910-741-4606

To: Rory O'Rourke

Re: Salem March B1G1F Promotion

Dear Rory,

The following is the information regarding the upcoming Salem Buy 1 Get 1 Free Promotion to be worked in March.

Promotion #: 800103 - Salem B1G1F ~~w/ Bounceback CD offer~~

Quantity: 208,800 offers

696 6M cases Salem FFKS Slide Box
696 6M cases Salem LTKS Slide Box

Timing: First Order Date - 1/26/98
First Ship Date - 2/16/98

Product Description: Complimentary tear tape on gratis pack
Pre-sleeved in W-S
Shipped in white cartons to D.A.

Advertising Support: POS is promotion specific

Item #	Quantity	Skus Packing	Description
541280	160	25	Salem 20 pk Temporary Display
541271	267	15	Salem Large Paster
541313	900	1	Salem Dump Bin Riser Card

Continuity Offer: A retail pack insert for name generation will be used in each B1G1F offer.
~~Consumers will receive a free CD of local artists for completing the name generation form.~~

Reporting: H/H Desc: Sal Mar B1G1F NY
Display size (Offers) : 20
Start : 2/23/98
End: 4/24/98

Should you have any questions, please contact me.

Sincerely,

Lori

L.M. O'Connor

cc: J. Kerigan, S. Malloy

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